

WHAT IS CLAIMED:

1. A display system comprising:
 - an electronic billboard having an electronic display;
 - an information handling system coupled to the electronic display and operable for controlling what is displayed on the electronic display;
 - a network coupled to the information handling system; and
 - a computer remotely located relative to the information handling system and coupled to the information handling system via the network, the computer operable for receiving input for sending information over the network to the information handling system for display on the electronic display of the electronic billboard.
2. The display system as recited in claim 1, wherein the electronic billboard is located so that it can be viewed by a plurality of people.
3. The display system as recited in claim 2, wherein the electronic billboard is an outdoor billboard.
4. The display system as recited in claim 2, wherein the electronic billboard is an indoor billboard.

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- 1 5. The display system as recited in claim 1, wherein the network is an open
2 network.
- 1 6. The display system as recited in claim 1, wherein the network is the Internet.
- 1 7. The display system as recited in claim 1, further comprising:
2 a second electronic billboard having a second electronic display;
3 a second information handling system coupled to the second electronic display
4 and operable for controlling what is displayed on the second electronic display,
5 wherein the network is also coupled to the second information handling system so
6 that the computer can upload information to be displayed to either or both of the
7 electronic billboards.

1 8. A method for displaying information on an electronic billboard, comprising
2 the steps of:

3 creating the information;
4 uploading the information to a first information handling system from a
5 second information handling system over a network; and
6 controlling a display of the information on the electronic billboard by the
7 second information handling system.

1 9. The method as recited in claim 8, wherein the network is an open network.

1 10. The method as recited in claim 8, wherein the network is the Internet.

1 11. The method as recited in claim 10, wherein the electronic billboard is mounted
2 for outdoor display of the information.

1 12. The method as recited in claim 10, wherein the electronic billboard is mounted
2 for indoor display of the information.

1 13. The method as recited in claim 8, further comprising the step of mounting the
2 electronic display for public viewing of the information to be displayed.

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14. ~~A method for displaying information on an electronic billboard, comprising the steps of:~~

- ~~providing a first electronic billboard at a first location;~~
- ~~coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;~~
- ~~providing a second electronic billboard at a second location;~~
- ~~coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;~~
- ~~coupling the first and second information handling systems to a third information handling system over the Internet;~~
- ~~selecting, via the third information handling system, which of the first and second electronic billboards will display the information;~~
- ~~uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard; and~~
- ~~displaying the information on the selected electronic billboard.~~

1 15. The method as recited in claim 14, further comprising the steps of:
2 selecting, via the third information handling system, a time period for
3 displaying the information on the selected electronic billboard; and
4 displaying the information on the selected electronic billboard during the
5 selected time period.

1 16. The method as recited in claim 14, wherein the selected electronic billboard is
2 selected from a list of available electronic billboards which includes the first and
3 second electronic billboards.

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17. ~~The method as recited in claim 16, wherein the list includes a map of the first
and second locations.~~

1 18. The method as recited in claim 16, further comprising the step of:
2 charging an amount of money for the display of the information on the
3 selected electronic billboard.

1 ~~19.~~ A system for displaying information on an electronic billboard, comprising:
2 means for providing a first electronic billboard at a first location;
3 means for coupling a first information handling system to the first electronic
4 billboard so that the first information handling system can control information to be
5 displayed on the first electronic billboard;
6 means for providing a second electronic billboard at a second location;
7 means for coupling a second information handling system to the second
8 electronic billboard so that the second information handling system can control
9 information to be displayed on the second electronic billboard;
10 means for coupling the first and second information handling systems to a
11 third information handling system over the Internet;
12 means for selecting, via the third information handling system, which of the
13 first and second electronic billboards will display the information;
14 means for uploading the information from the third information handling
15 system over the Internet to the information handling system controlling the selected
16 electronic billboard; and
17 means for displaying the information on the selected electronic billboard.

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20. ~~The system as recited in claim 19, further comprising:~~
means for selecting, via the third information handling system, a time period
for displaying the information on the selected electronic billboard; and
means for displaying the information on the selected electronic billboard
during the selected time period.

21. The system as recited in claim 19, wherein the selected electronic billboard is
selected from a list of available electronic billboards which includes the first and
second electronic billboards.

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22. ~~The system as recited in claim 21, wherein the list includes a map of the first
and second locations.~~

23. The system as recited in claim 21, further comprising:
means for charging an amount of money for the display of the information on
the selected electronic billboard.

1 ~~24.~~ A method of advertising, comprising the steps of:
2 uploading advertising data to an ebillboard.net server via a remote computer
3 by an advertiser;
4 uploading additional information concerning the advertiser via the remote
5 computer by the advertiser at the advertiser's option;
6 transmitting the advertising data from the ebillboard.net server to a selected
7 billboard;
8 transmitting the optional additional information concerning the advertiser
9 from the ebillboard.net server to a web site dedicated to the selected billboard;
10 displaying on the selected billboard the advertising information at a selected
11 time.

1 25. The method as recited in claim 24, wherein a consumer viewing the selected
2 billboard is informed of the availability of additional information concerning the
3 advertiser at the web site dedicated to the selected billboard.

1 26. The method as recited in claim 25, wherein the consumer viewing the selected
2 billboard accesses the additional information concerning the advertiser through the
3 web site dedicated to the selected billboard.